

No.42/13/2023-3Trg.
HARYANA GOVERNMENT
CHIEF SECRETARY OFFICE
TRAINING DEPARTMENT

Dated, Chandigarh the 13th May, 2024

To

All the Administrative Secretaries of Haryana State.

Subject: - Management Development Institute Gurgaon Upcoming Programme Brochures f/m of June, 2024.

Sir/Madam,

I am directed to refer to the subject noted above and to inform that a copy of E-mail letter dated 03.05.2024 received from Sh. Ajay Singh, MDP Department, Management Development Institute, Mehrauli Road, Sukhrali, Gurugram-122007 has been uploaded on the CS Haryana Website (<http://csharyana.gov.in>).

2. It is, therefore, requested to take further necessary action keeping in view of instructions issued vide letter No. 22/38/2010-4Trg dated 21.12.2022.

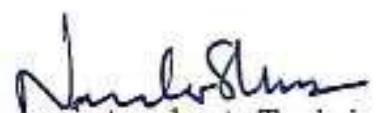
Yours faithfully,


Superintendent, Training

Endst. No. 42/13/2023-3Trg.

Dated, Chandigarh the 13th May, 2024

A copy is forwarded to Sh. Ajay Singh, MDP Department, Management Development Institute, Mehrauli Road, Sukhrali, Gurugram-122007 w.r.t his Email letter dated 03.05.2024 for information.


Superintendent, Training



File No: 42/13/2023-3T89.

Training Branch <branchtrg@gmail.com>

Invitation to Participate in MDI Gurgaon's Management Development Programmes-June 2024

1 message

3 May 2024 at 09:38

Ajay Singh <ajay.singh@mdi.ac.in>
Bcc: branchtrg@gmail.com

Dear Sir/Ma'am,

Warm greetings from MDI Gurgaon..!!

We extend our sincere gratitude for your continued support and trust in our Management Development Programmes.

Please find attachment herewith our upcoming MDP Programmes scheduled in the month of **June 2024**. We earnestly hope that you will consider nominating participants from your esteemed organization for the programmes listed below, which are tailored and carefully designed to fulfill your requirements.

S. No.	MDP Title	Faculty (Prof./Dr.)	Dates	No. of Days	Venue	Fees (Rs.)
1	Advanced Business Analytics	Rohit Sindhvani	June 06-08, 2024	3	Campus	42500
2	Managerial Effectiveness	Sumita Rai	June 19-21, 2024	3	Campus	42500
3	Neuroscience in Marketing and Business	Arvind Sahay	June 21-23, 2024	3	Campus	45000
4	Finance for Non-Finance Executives	Sandeep Goel	June 24-28, 2024	5	Campus	65000
5	Professional Writing Skills	Niva Bhandari	June 24-26, 2024	3	Campus	42500

Additionally, we are delighted to announce exclusive discounts for our valued partners. You can enjoy up to a 20% discount on programme fees, applicable even in NEPAL:

- (i) 10% discount for 3-5 nominations in a single programme
- (ii) 20% discount for more than 5 nominations in a single programme

We are committed for a lasting relationship with your esteemed organization and encourage you to take advantage of the valuable learning opportunities offered by MDI Gurgaon.

Looking forward to your participation in our training programmes.

with warm regards,

Ajay Singh
MDP Department
Management Development Institute
Mehrauli Road, Sukhrali, Gurgaon 122 007, India
E-mail :- ajay.singh@mdi.ac.in
Phone: 0124-4560008 (w) Mobile: 09818236652

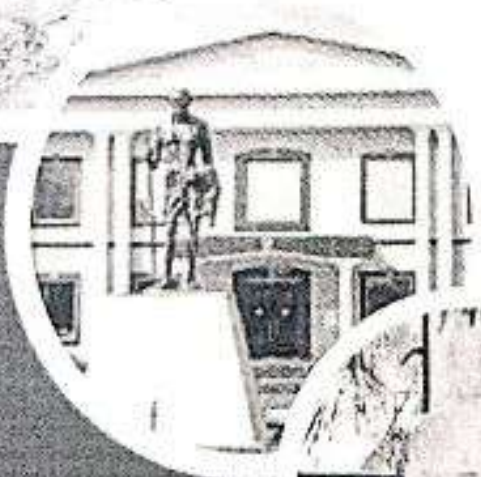
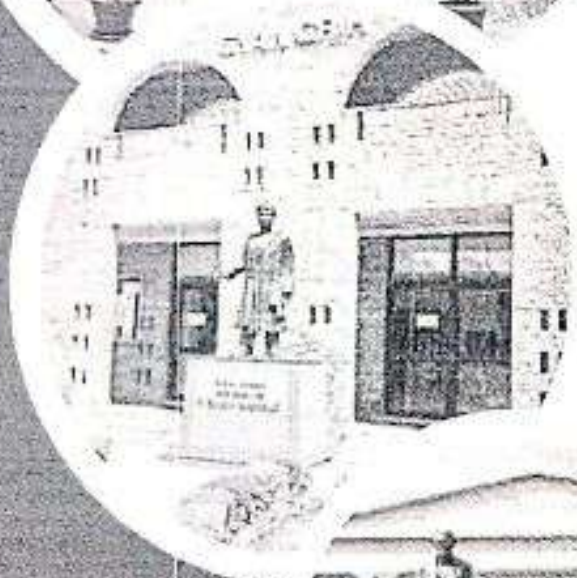
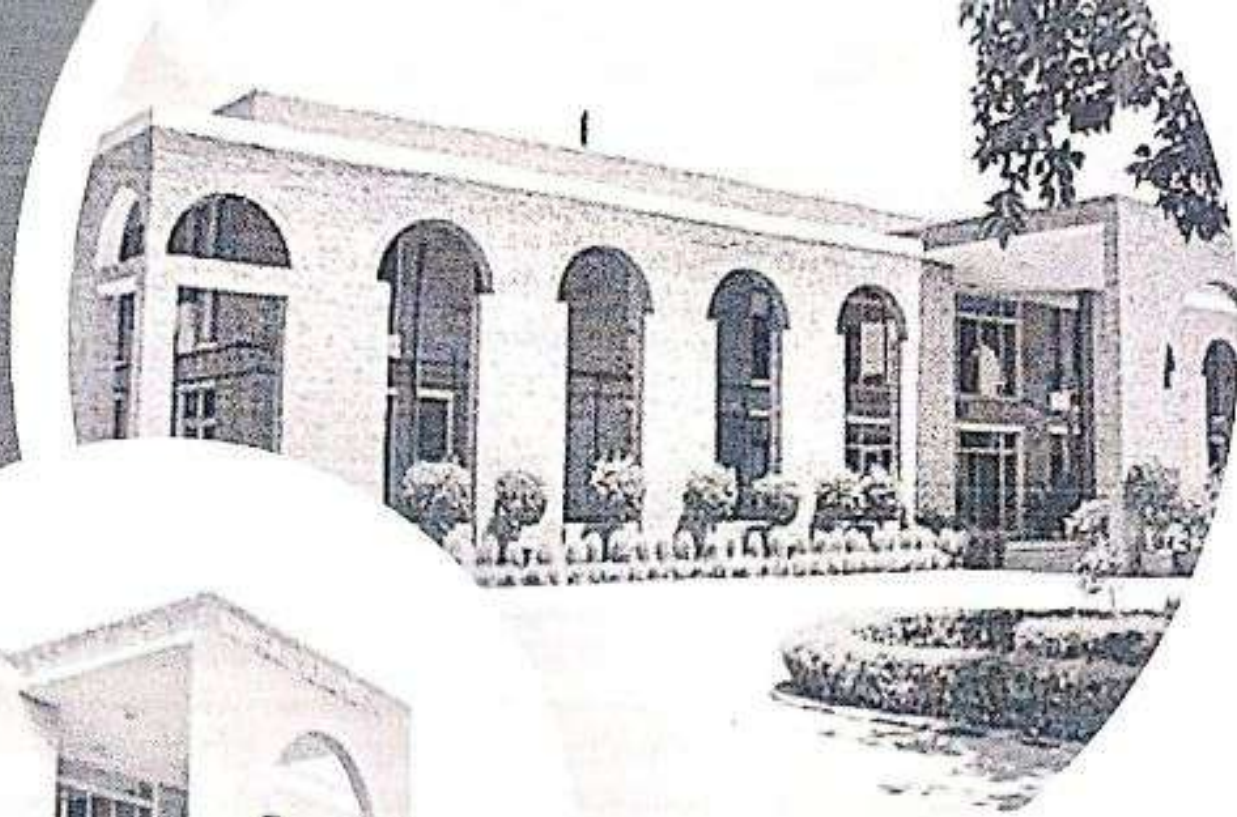
5 attachments

- MM-Neuroscience in Marketing-June 2024.pdf
689K
- OM-Advanced Business Analytics-June 2024.pdf
636K
- BC-Professional Writing Skills-June 2024.pdf
682K
- OB-Managerial Effectiveness- June 2024.pdf
975K
- FIN-Finance for Non-Finance Executives-June 2024.pdf
650K

Training Branch

Diary No. 55040

Date: 03/05/24



Advanced Business Analytics June 06-08, 2024



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Introduction

The importance of analytics for organizations originates from the massive amount of data being generated through various online platforms that the businesses are dealing with. Further, large amount of data caters to the consumer sentiments that can positively or negatively impact the sustainability of the firms. The bandwagon effect and the competitive environment has forced organizations to open analytics divisions without any training and guidance to the novice starters. To tackle these challenges, we propose a very robust and detailed program on advanced business analytics. Contrary to management beliefs, we propose that the standard datasets and models may be outdated and there is a need to transition to more complex and open-source programming platforms. This unique program will focus on advanced analytics tools for descriptive, diagnostic, predictive, and prescriptive analytics solutions coupled with some real-world case studies.

Course Objectives

The key objectives of this course are as follows:

- To understand the fundamentals of different types of advanced business analytics solutions and their applications.
- To analyze the training, validation, and test datasets through various analytics and data mining tools.
- To apply the principles and learnings from advanced analytics to real life supply chain problems

Program Highlights

- Functional analytics
- Descriptive analytics using statistical models
- Problem diagnosis and feedback
- Predictive analytics for prediction and classification
- Prescriptive analytics for optimization

For Whom

- Senior / Middle-level Managers

Pedagogy

A mix of pedagogical tools will be used including complex real world business cases, simulation software, and programming tools

Faculty

The faculty will comprise of MDI core faculty and industry professionals.

Venue & Duration

The programme is scheduled during **June 06-08, 2024** on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **June 05, 2024**, to the forenoon of **June 09, 2024**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only)** per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Important Dates

The last date for receipt of nominations is **May 23, 2024**. The last date for withdrawal of nominations is **May 24, 2024**. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information/enquiry, please write to: MDP Office,
Management Development Institute,
Post Box No. 60, MDI Campus, Mehrauli Road,
Sector – 17, Gurugram – 122 007, Haryana, INDIA
E-mail : ajay.singh@mdi.ac.in
Tel No. : +91-124-4560008

Campus

Direct Tel : +91-124-4560008, 4560004, 4560534, 4560346
Tel Nos. : +91-124-4560000
Fax Nos. : +91-124-4560005
E-mail : ajay.singh@mdi.ac.in
Website : <http://www.mdi.ac.in>

Faculty Profile

Prof. Rohit Sindhwani
Assistant Professor
Faculty In-charge, Centre of Teaching and Learning
Phone No: +91 -124-4560186
Email id: rohit.sindhwani@mdi.ac.in

Background

He has completed PhD in the Operations Management area at the Indian Institute of Management (IIM) Lucknow. Earlier, he received his MBA from the Department of Industrial and Management Engineering from the IIT Kanpur, India and B.Tech. in Production Engineering from College of Technology, Pantnagar. Previously, he worked as Assistant Professor in the IMT Ghaziabad and University of Petroleum and Energy Studies Dehradun, India. His research areas are the application of optimization and simulation in supply chain resilience and disruption, humanitarian and healthcare logistics, and hub location problems. He has published in reputable international journals like IEEE Transactions on Engineering Management, International Journal of Production Research, International Journal of Operational Research, Journal of Asia Business Studies, among others.



ABOUT MDI

Established in 1972 as an institute for training, consulting and research activities, Management Development Institute (MDI), Gurgaon, is consistently ranked among the top B-schools of India by reputed agencies and publications

The Institute has earned accreditation from AACSB International, the world's largest business education alliance. Considered the gold standard for B-schools around the world, the AACSB accreditation will ensure continuous improvement and provide focus for MDI Gurgaon to deliver on its mission, innovate, and drive impact. The Institute already has the distinction of being the first internationally accredited Indian B-school having received accreditation from the Association of MBAs (AMBA), London, in 2005. The following year, the South Asian Quality Assurance Systems (SAQS) too gave accreditation to MDI Gurgaon.

Research is an important constituent of the Institute's vision and mission. Consequently, MDI Gurgaon's academic community is research active and carries out research work of a high international standard that contributes to the national goals of innovation, socio-economic development and environmental sustainability.

The Institute's calendar of activities includes deep-diving guest lectures and panel discussions centred on varied themes. The MDI Wisdom Café Research Seminar Series presents research insights to stimulate reflection and debate. Distinguished academics from outside are invited by different areas of the Institute for this series. The Practitioner Conversation Series is aimed at presenting and disseminating insights from practice and experience by professionals from different fields. Multiple speakers are invited for each event which has a moderator from MDI Gurgaon. The i-Choupal series seeks to present research work in progress and innovative ideas to spur discussion and reflection. Participants get to hear updates and state-of-the-art new leads in research, and innovations in methods and concepts and contribute to extending the frontiers of knowledge.

To promote multi-disciplinary academic as well as practice-oriented research, MDI Gurgaon set up three Centres of Excellence (CoEs) in 2021:

- The CoE for Ethics, Responsible Organisations and ESG Initiatives (CERO) aims to serve as a platform for education, research and engagement on the challenges of ethics and social and environmental responsibility that confront current and future business leaders and policy makers.
- The CoE for Indian Thought and Management (CITM) was launched to coordinate with scholars across the globe for efficiently developing an Indian management knowledge-base.
- The CoE on Digital Economy, Cryptocurrencies and Cyber Security (DECCS) was created to undertake research and joint projects to cater to the complex issues of digital economy and cybersecurity to facilitate government and regulatory bodies in optimising the digital transformation. It will act as a think tank on issues related to digital economy, cybersecurity and cryptocurrencies, bringing in an India-specific context and discussion.

Apart from the CoEs, the MDI Gurgaon has also launched a Teaching Learning Centre. The Centre will facilitate teaching excellence, encourage innovative approaches to design and delivery of courses and programmes, and help support the writing and publication of cases. It aims to bring an innovative approach to curriculum design in the context of experiential learning, short-term management development programmes, as well as online, off-line, blended, and hybrid models of teaching and learning.

Training and development of managers is one of the major activities of MDI Gurgaon. Over 100,000 managers have been trained in the nearly 50 years of the Institute's existence. The Institute prides itself for the personalised training modules that it offers to organisations of different kinds at different levels.

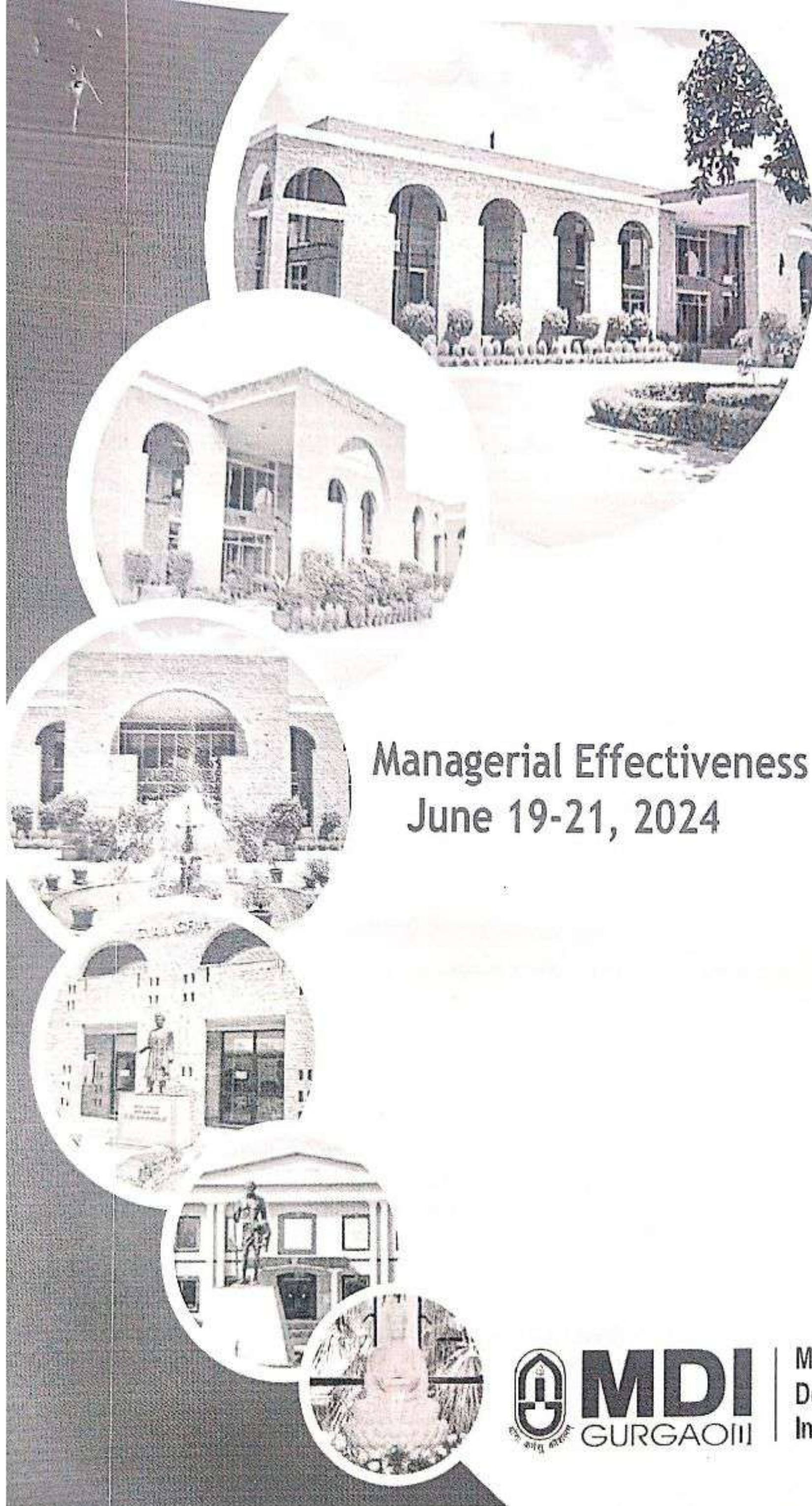
An institute is known by the achievements of its alumni and the difference they make to the world around them. MDI Gurgaon has a very strong legacy, being one of the early management institutions in the country. The alumni network across all the programmes offered is one of the largest. With more than 700 members joining the group annually, the alumni network is growing stronger year by year. As of now, there are nearly 9,000 MDI Gurgaon alumni working across 45 countries.

MDI Gurgaon nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, the Institute realised the emerging role of international markets and the need for B-schools to groom managers with an international perspective. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange. Today, MDI Gurgaon has partnerships with over 80 B-schools across the world.



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Managerial Effectiveness June 19-21, 2024



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Introduction

The main objectives of this program would be to understand and develop the hidden potential of manager. To become an effective leader and manager, one needs to understand the real life workplace realities. Therefore, it is one of the important challenges in front of manager to make them more effective in the context of changing organizations. Along with the Knowledge about own self manager are also required to have an ability to understand and analyze others' explicit behavior and also the hidden part of others' behaviors. These behavioral aspects of self and others provide a good idea and perspective to understand the work place environment in a different paradigm. This program will capture various sets of expertise which are essential for managerial effectiveness.

Contents

The program would be addressing the following issues:

- Understanding Self – knowing strength and weakness of oneself
- Developing effective interpersonal Relationship
- Effective Communication skills
- Managerial Decision Making
- Roles and Skills of an Effective Manager
- Time and Stress Management
- Team Dynamics: How people act in team situation through outdoor exercise
- Conflict Management & Negotiation

Participants

- Executives and managers at all level who want to explore and understand their potential to manage things effectively

Faculty

The faculty will comprise of MDI core faculty and professionals from industry.

Venue & Duration

The programme is scheduled during June 19-21, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 18, 2024, to the forenoon of June 22, 2024.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Important Dates

The last date for receipt of nominations is June 05, 2024. The last date for withdrawal of nominations is June 07, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

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Fax Nos. : +91-124-4560005

E-mail : ajay.singh@mdi.ac.in

Website : <http://www.mdi.ac.in>

Faculty Profile

Dr. Sumita Rai

Dean-IC & Professor,

Organizational Behavior

E-Mail: sumitar@mdi.ac.in

Phone : +91-124-4560329

Mobile: +91-9910945267

Dr. Sumita Rai is a Ph.D in Organizational Behavior from Indian Institute of Technology (IIT) Kanpur, India before joining MDI. Prof. Sumita Rai was a member of faculty of Human Resource Group at Indian Institute of Management (IIM), Indore and Indian Institute of Management (IIM), Lucknow. She taught at BEM/Kedge Management School, France University of Szeged Hungary. Currently she is Professor of Organizational Behavior at MDI. She is also Director on the Board of IFCI Infrastructure Development Limited (A Govt. of INDIA undertaking).

She has consulted extensively with various Public, Private, and MNCs in India such as Power Grid Corporation of India Ltd, IOCL, Petronet-LNG, Nestle India Ltd to name a few. She regularly conducts trainings and Leadership Development Programs for PSUs on Advance Management. IAS & defense officers, PSB officers, PSE Mid to Senior Leaders and MNCs with a focus on competency mapping and profiling; understanding self, Managerial Effectiveness, Negotiation skills and Conflict Management, Team building, cross cultural training and exploring personality. She is a certified trainer of MBTI from CPP Asia Pacific.

Dr. Rai has published more than 40 research papers in various national and international journals. She has co-authored a book titled "Millennials and the workplace: Challenges for Architecting the Organization of Tomorrow" which has been published by Sage International in May 2012.

She has also been actively involved in joint research at national and international levels. Prof Rai also works in the area of Ethical Leadership.

She has participated in various international conferences hosted in countries like, Japan, France, Denmark, Germany, Singapore, China, Bangkok and Hong Kong



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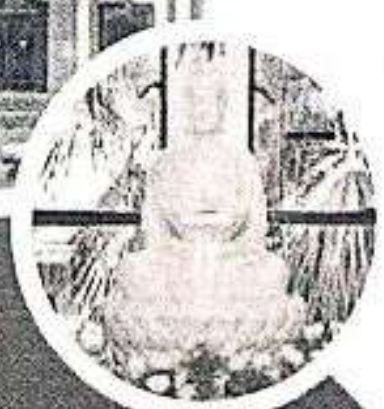
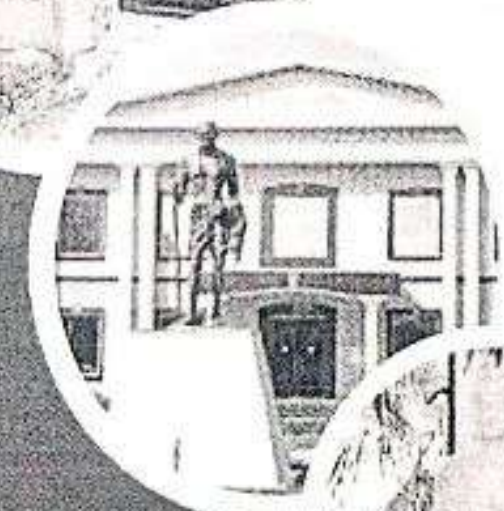
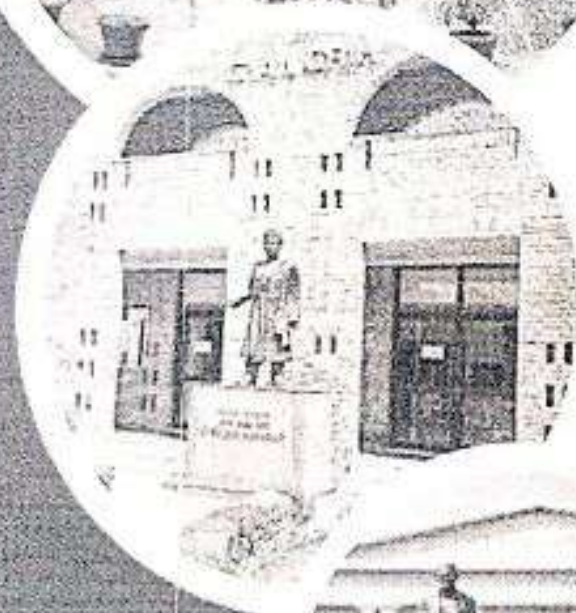
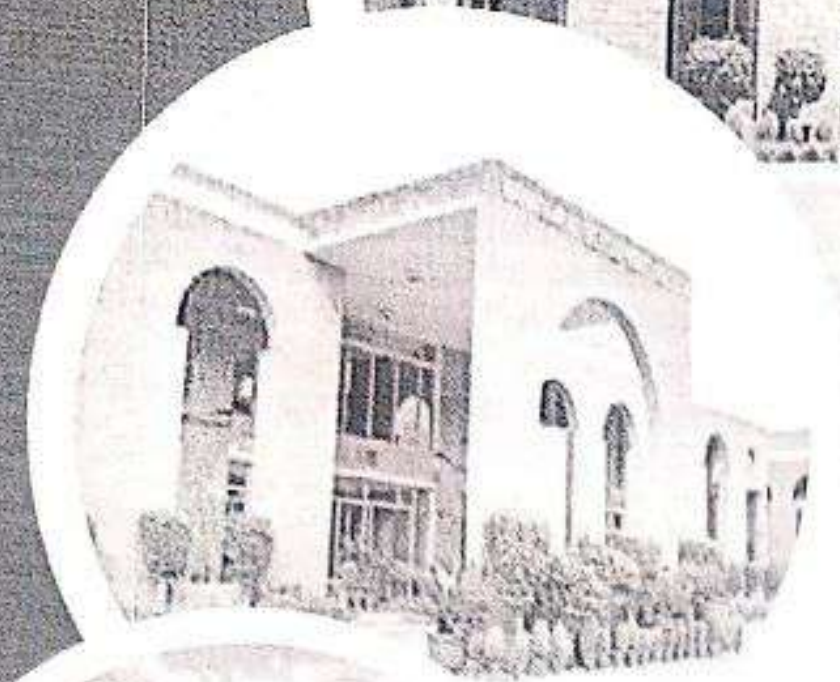
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Neuroscience in Marketing and Business June 21-23, 2024



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Introduction

Advances in the fields of neuroscience and neuroeconomics are re-defining and enhancing our understanding of how human beings make decisions in general and how consumers make decisions from a marketing perspective. Neuro based laboratory and field applications can generate more advanced insights on consumer behaviour, team member behaviour, and employee behavior that can add enhanced value to managers in their implementation of marketing plans. Current evidence suggests that using neuro tools to generate behavioral insights (the how and why of a behavior) can lead to predictions that are more accurate by 20-40% and actions that are more likely to elicit the desired behavior from the target customer or other relevant person.

Based on research and consulting in this field by the program coordinator and faculty who will teach on the programme, the programme will cover neuroscience and its applications in the area of consumer behaviour, pricing, packaging and marketing communications and other business areas.

Objectives

The programme is designed:

- To develop the participant's basic knowledge of how the human brain operates – what are some basic brain operating principles?
- To understand using the brain operating principles how we take decisions based around the themes of "thinking and feeling, conscious and unconscious;" how the brain receives stimuli, processes them and the responses that it generates.
- To learn about the appropriate use of neuro tools in the generation of consumer and human behaviour insights
- To apply these insights in the areas of pricing, marketing communications, packaging, product design, and employee behaviour. with the objective of producing behaviour change in the target audience

Benefits

By taking this course you'll:

- Learn from leading academics in India who are into cutting edge applied neuroscience research.
- Get an honest discussion of the capabilities and limitations of neuroscience in marketing, without any hype.
- Have the opportunity to network with other professionals working in or interested in the field of consumer neuroscience within a small group.
- Develop a relationship with MDI Gurgaon neuroscience researchers which will offer you additional credibility when speaking on this topic internally or externally with your clients.

You'll also:

- Be able to make more informed decisions about if and when to commit to these techniques.
- Understand which claims by agencies are based in real science and which are over-emphasising results, saving your business money and time.

This Course will help you:

- Appreciate the range of options available in consumer neuroscience, including different methods.
- Recognise key capabilities and limitations of neuroscience methods used in marketing & HR.
- Understand practical opportunities available and their associated time and resource implication.
- To better critically evaluate neuroscience campaigns, separating the hype from realistic claims.
- Develop base level skills in creating neuromarketing based marketing concepts and implementations through demonstration of the most widely used neuro tool - EEG.

Upon successful completion of this programme, you should be able to demonstrate how you can use your enhanced knowledge of consumer behaviour concepts and related methodology, and greater sensitivity to consumer psychology to develop better marketing programmes and strategies – especially in the last mile in the marketplace where consumers make decisions. There are applications also in the area of behavior change in the context of organizational and human behavior – including employee retention approaches and influencing behavior change more generally.

Programme Highlights

This programme would incorporate:

- Basic principles of brain organisation and functioning.
- Understand and evaluate key neuromarketing tools such as functional magnetic resonance imaging (fMRI), and electroencephalography (EEG), eye tracking, RFI, etc.
- Capabilities and limitations of these methods with examples of their application.
- Important consumer neuroscience research in marketing, pricing, branding and product design to highlight areas of future potential.
- Applications of neuroscience in different marketing areas.

Participants' Profile

This course is aimed at anyone involved in the promotion of products, services or brands and anyone who has ever wondered how neuroscience can be used to help understand consumer behaviour and wants to achieve behaviour change. In terms of area, marketing generally defined, pricing, sales, branding and product design are key functions that can have substantial benefits from the programme.

This could include:

- Account Managers; Creative Leads in Advertising Agencies
- Marketing Managers in Consumer Products
- Brand Managers
- Sales Managers in B2B contexts
- Market Research Professionals
- Brand and Business Consultants
- Behavior Science Architects
- Professionals with PR firms
- CXOs with Marketing and HR related responsibilities
- HR Managers

It's also suitable for anyone who uses the above kinds of services or agencies and wants to be more informed about what's on the market in terms of neuroscience in marketing. It is also useful for managers seeking to achieve behaviour change in the field or in their organizations

Pedagogy

The program will use a mix of lectures, case discussions, videos, neuro equipment demonstration and hands on designing of neuro based interventions using templates

Faculty

The faculty will comprise of MDI core faculty and professionals from industry.

Venue & Duration

The programme is scheduled during **June 21-23, 2024** on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **June 20, 2024**, to the forenoon of **June 24, 2024**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

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E-mail : **mdp@mdi.ac.in**
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Campus

Direct Tel : **+91-124-4560008, 4560004, 4560534, 4560346**
Tel Nos. : **+91-124-4560000**
Fax Nos. : **+91-124-4560005**
E-mail : **mdp@mdi.ac.in**
Website : **http://www.mdi.ac.in**

Faculty Profile

Prof. Arvind Sahay

Professor

Director, MDI Gurgaon

Email id: arvind.sahay@mdi.ac.in

Professor Arvind Sahay is the Director and Professor of Marketing and International Business at MDI, Gurgaon. Previously, he was with the Indian Institute of Management, Ahmedabad from June 2004 till October 2023. Before that he was with London Business School where he had been teaching since his PhD in 1996 from the University of Texas at Austin. Before his PhD, he worked in the banking sector in India as Account Manager and Customer Services Manager.

In his 5 months at MDI Gurgaon, he has set up two Centres of Research. The first is the Brandscapes MDI Center for Behavioral Science and Neuro Lab. And the second is the Center for AI/ML and Applications in Business. These centres should act as nodal points that allow an integration of research, consulting and ideas dissemination in their respective areas – two areas that underpin much of business – technology and human behavior.

Professor Sahay is a non-executive director on the board of Brandscapes Consultancy Pvt. Ltd., IFCI Ltd., HIL Ltd. Tata AIA Life Insurance Ltd., and Matter Motor Works Pvt. Ltd and a Public Interest Director on the Board of India International Bullion Exchange IFSC Ltd. He was the Chairperson of India Gold Policy Center @IIMA from 2016 to October 2023 and was the founding Chairperson of the NSE Center for Behavioral Science @IIMA till October 2023. His administrative and leadership experience also includes stints as Dean (Alumni and External Relations), Chairperson-Executive Education, Chairperson (PGPX – 1 year MBA program); Chairperson (Marketing Area) and Chairperson (Website committee).

His areas of interest include marketing strategy, pricing, high tech marketing, international trade and investment, strategic management, brand management, neuroscience, consumer behavior and decision making, valuation, Doing Business in India and sales and distribution management. At IIM Ahmedabad, he has taught the basic marketing courses on the PGP, PGPM and PGP-PMP programmes. In addition, he offers elective courses on pricing, distribution, international trade, brand management, neuroscience, decision making and consumer behaviour, and brand management and valuation. He consistently gets teaching ratings in the range of 9/10.

His recent research has been in the area of return on marketing investments, brand relationships, the role of the organization customer interface in creating competitive advantage, life cycles in marketing, pricing, on customer responses to dynamic pricing and how and when to implement dynamic pricing, neuroscience and decision making and the differences between the US and India of the impact of advertising and marketing activity on shareholder value and Tobin's Q and marketing on online social networks. He has authored more than 65 cases and published 35 articles in leading international journals like the Journal of Marketing, Journal of Product Innovation Management, Journal of International Business Studies, Sloan Management Review, Vikalpa, Journal of Indian Business Research, Journal of Academy of Marketing Science, European Journal of Marketing and Judgment and Decision Making. He has been a regular columnist for Outlook Business magazine on marketing strategy and has also written for the leading Indian business newspaper, Financial Express, on economics and business. He is the author of a case book on marketing strategy called Cases in Pricing, Marketing Communications and Distribution. His latest book "Brands and the Brain" was published in March 2022.

Professor Sahay is the recipient of the University Wide Outstanding Dissertation Award from the University of Texas at Austin (for his Ph.D thesis), the Innovation in Teaching Award at London Business School and of the Dewang Mehta Best Teacher Award in Marketing Management and the UTV Bloomberg Best Marketing Professor Award in India. In 2013, he was nominated to the Thinkers50 India list by the Institute of Competitiveness, Harvard Business School. He has consulted with and/or done executive education assignments for more than 35 clients on a range of topics (with his team) including marketing, strategic management, pricing, branding, valuation, and general management across many verticals like pharmaceuticals, financial services, cement, software, automobiles, telecom and consumer electronics.

He has been an invited speaker at the Pricex Conference in Chicago, at the BusinessWeek Conference on E-marketing in London, at the annual meetings of All India Management Association in Indore, at the Western Conference of the Confederation of Indian Industry in Ahmedabad and at the Indian Professional Business Network in Qatar. He was the coordinator and lead faculty for IIMA's management development programs on Pricing, Neuroscience in Marketing, The CXO Playbook to Apply Behavioral Science in Management, Tracking Organizational Performance and Innovating for Growth which were the first of their kind in India. He was a member of the FICCI Sub-Committee on Pharmaceuticals.

Professor Sahay has been a visiting faculty at the Mason School of at the College of William and Mary (USA), University of Texas at Austin (USA), IIM Lucknow, Asian Institute of Technology, (Vietnam), Gordon Institute of Business Science, University of Pretoria (South Africa), SP Jain Institute of Management Research (Singapore, Dubai), Retail Alliance (Dubai), IIM Nagpur, IIM Calcutta, ESADE Barcelona and Indian School of Business, Hyderabad.

He can be reached at arvind.sahay@mdi.ac.in and asahay@iima.ac.in.



ABOUT MDI

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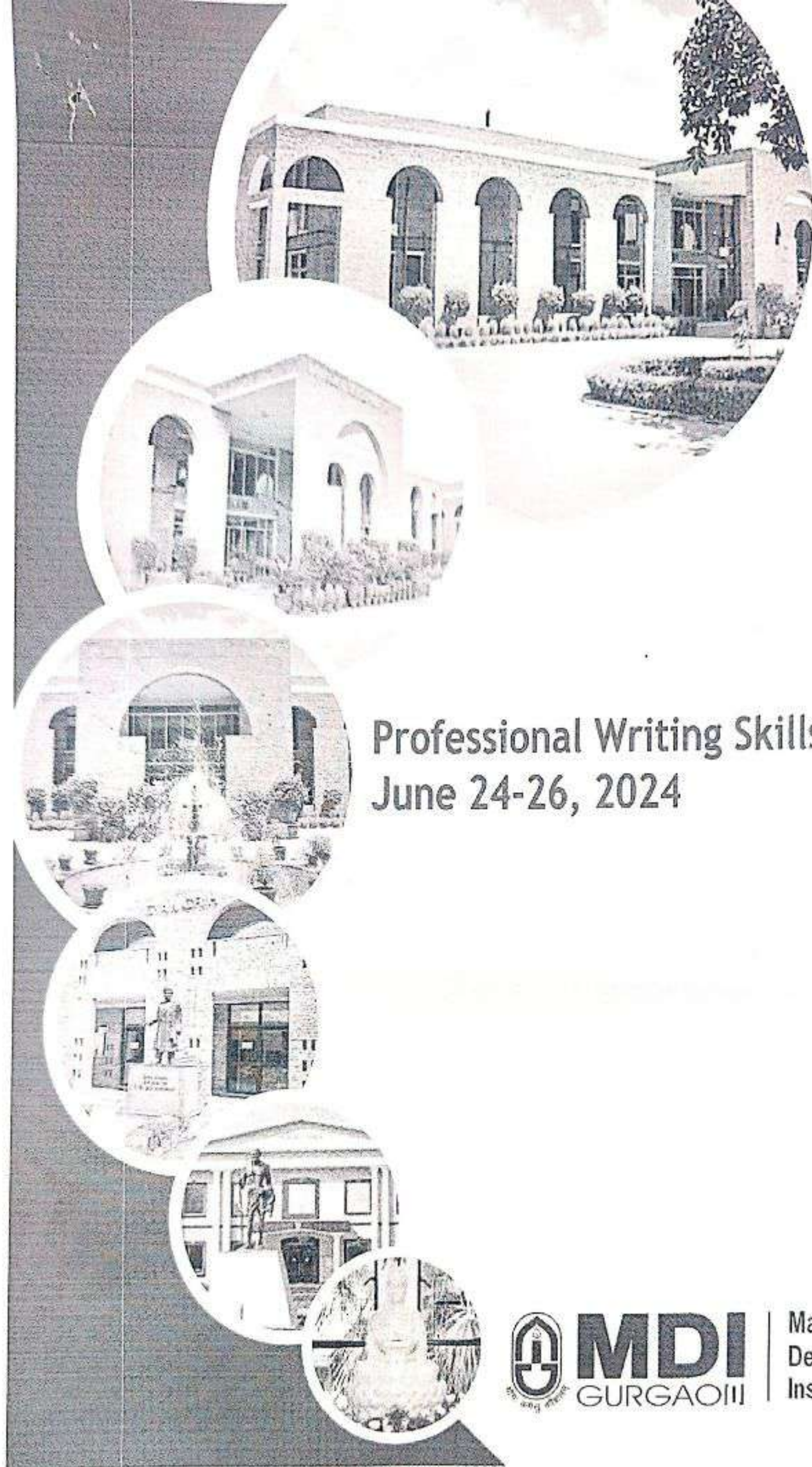
Training and development of managers is one of the major activities of MDI Gurgaon. Over 100,000 managers have been trained in the nearly 50 years of the Institute's existence. The Institute prides itself for the personalised training modules that it offers to organisations of different kinds at different levels.

An institute is known by the achievements of its alumni and the difference they make to the world around them. MDI Gurgaon has a very strong legacy, being one of the early management institutions in the country. The alumni network across all the programmes offered is one of the largest. With more than 700 members joining the group annually, the alumni network is growing stronger year by year. As of now, there are nearly 9,000 MDI Gurgaon alumni working across 45 countries.

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Management
Development
Institute



Professional Writing Skills June 24-26, 2024



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Background and Introduction

Rapid and unprecedented advances in the digital domain have altered even the most immovable foundations of the corporate world, including written business communication. Modern corporate correspondence goes beyond formal letters, emails, and memoranda. Text and social media communications, online conversations and messengers, reports, online proposals, video messaging, etc. make up modern business writing. Today, effective writing is a powerful tool in the business environment. It is the most usual and trusted way to engage with coworkers, other businesses, and clients. We therefore say that writing is essential to communicate your message clearly and professionally and to incite action in those who you supervise, work with and require action from.

In this programme, we'll cover all areas of professional writing, from constructing effective business emails to writing complete reports while reducing the need for re-writing, repetition, and clarification. You will be able to master the skills of writing with clarity, precision, and accuracy to persuade, inform and build vital business relationships. You will gain an understanding of how to write a certain topic that calls for directions, instructions, or explanations. The style and skills required for formal business writing are best developed by practice and experience, but with the right tools and know-how it is not hard to improve.

Prior to the course, participants may choose to bring a sample of their writing for one-on-one feedback. The facilitator, Dr Niva Bhandari, will confidentially review these samples and provide feedback to participants during the workshop. The participants would also be required to share in advance a list of three expectation from the training programme.

Key Learning Objectives

After completing this 3-day course, you will have learnt the following skills:

- Familiarisation with accepted writing norms of Business writing and the types of formal writing genres which address different business problems, styles and audience awareness
- Understand the ethical, international, social, and professional constraints of audience, style, and content for writing situations a.) among managers or co-workers and colleagues of an organization, and b.) between organizations, or between an organization and the audiences.
- Be able to write effective business communications, persuasive writing, emails, business reports / consulting reports and proposals, etc
- Develop strategies to successfully communicate technical information to specialists and non-specialists using graphically presented data, executive summaries, and other ways to highlight key information
- Practice the unique qualities of professional rhetoric and writing style, such as sentence conciseness, clarity, avoiding wordiness or ambiguity, using direct order organization, readability, coherence and transitional devices.
- Proof-reading and avoid common business writing pitfalls

Outline of Course Topics & Skills Developed

The programme will cover the following aspects of Powerful and Compelling Writing Skills:

- Developing essential Business and technical writing skills for persuasion and impact
- Adapting your writing style to your audience's needs for maximising the impact
- Composing clear messages using a structured writing approach
- Implementing ways to best display visual information
- Constructing successful email communication
- Writing an effective and compelling Executive Summary for a report or proposal
- Delivering negative information strategically to improve outcomes
- Implementing reviewing and proofreading strategies to ensure error-free writing
- Writing precise, concise, courteous, and correct written communication that delivers tangible results
- Applying effective editing techniques to polish business and technical writing

Pedagogy

This three-day training programme will provide a dynamic and engaging learning experience fundamental to ultimate success and achievement. The instructor will make use of a number of highly dynamic and interactive training methods, visual aids, role plays, simulations, presentations, including effective individual feedback sessions, case studies, classroom discussions, lectures and practical exercises. The faculty will use peer review strategies while helping the reviewers utilize the writing rubrics. Participants will be divided into smaller groups designed to generate a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

Who Should attend

- Professionals, Managers and Executives
- Non-Profit and Service Organizations
- Teaching professionals
- Motivated Individuals and Entrepreneurs
- Administrative Staff and Receptionists
- Everyone who wants to develop a more professional business writing style

Venue & Duration

The programme is scheduled during **June 24-26, 2024** on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of **June 23, 2024**, to the forenoon of **June 27, 2024**.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Important Dates

The last date for receipt of nominations is **June 10, 2024**. The last date for withdrawal of nominations is **June 12, 2024**. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

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Enquiry

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Tel No. : +91-124-4560008

Campus

Direct Tel : +91-124-4560008, 4560004, 4560534, 4560346
Tel Nos. : +91-124-4560000
Fax Nos. : +91-124-4560005
E-mail : ajay.singh@mdi.ac.in
Website : <http://www.mdi.ac.in>

Faculty Profile

Dr. Niva Bhandari
Area Lead (Area Chair) – Business Communication Area
MDI Gurgaon
Cellular : 91- 9999830960
E-Mail : niva.bhandari@mdi.ac.in

Dr Niva Bhandari is the Area Chair of Business Communication Area at MDI–Gurgaon. Her forte is written and spoken Communications. She has been training Managers and Executives for over two decades.

Dr Bhandari is a trained Learning and Development Professional and she is a Consultant with both private and Government sector. Previously, she has worked with institutions of repute such as IIM Ahmedabad, etc. She is continuously invited to teach courses as Visiting Professor at IIM Rohtak, IIM Kashipur, IIM Sambalpur, O P Jindal University, Great Lakes and few others.

Dr Bhandari is a certified Occupational Personality Questionnaire (OPQ) Assessor (2014) and a certified Learning and Development professional (2015). She is also a certified trainer into Negotiation Skills and Coaching Skills from British Council, Singapore (2018). She is a certified NLP language user for Persuasion and Influence from Malaysia (2019). She is also an IIM Ahmedabad (2009) and Harvard Business Publishing certified Case teaching method specialist (2018). She is also certified on her training methodology from Purdue University, United States.

Dr Bhandari is a recipient of the "Femina Woman Super Achiever Award 2017" awarded by Femina, Times Ascent, World HRD Congress and the World Women Leadership Congress for her work in Education. She is also a recipient of the "Most Influential Women in Academics Award 2020." She is a Gold medalist in Graduation and Gold medalist in her double masters in human resources and English Literature. She completed her doctorate (PhD) with full scholarship in the year 2006.

Dr Bhandari uses cases extensively for her training. She also uses a combination of Management and simulation games, cases and caselets, role plays, sharing of best practices in the industry and relevant in-class exercises, thus imparting experiential learning to the participants, to drive home the importance of how management strategies should be evolved.

She has published research papers in International Journals and presented scholarly papers in National and International Conferences of repute. She has also authored books. She is on the Board of studies, Editorial board, reviewing panel and board of studies of many Academic organisations.



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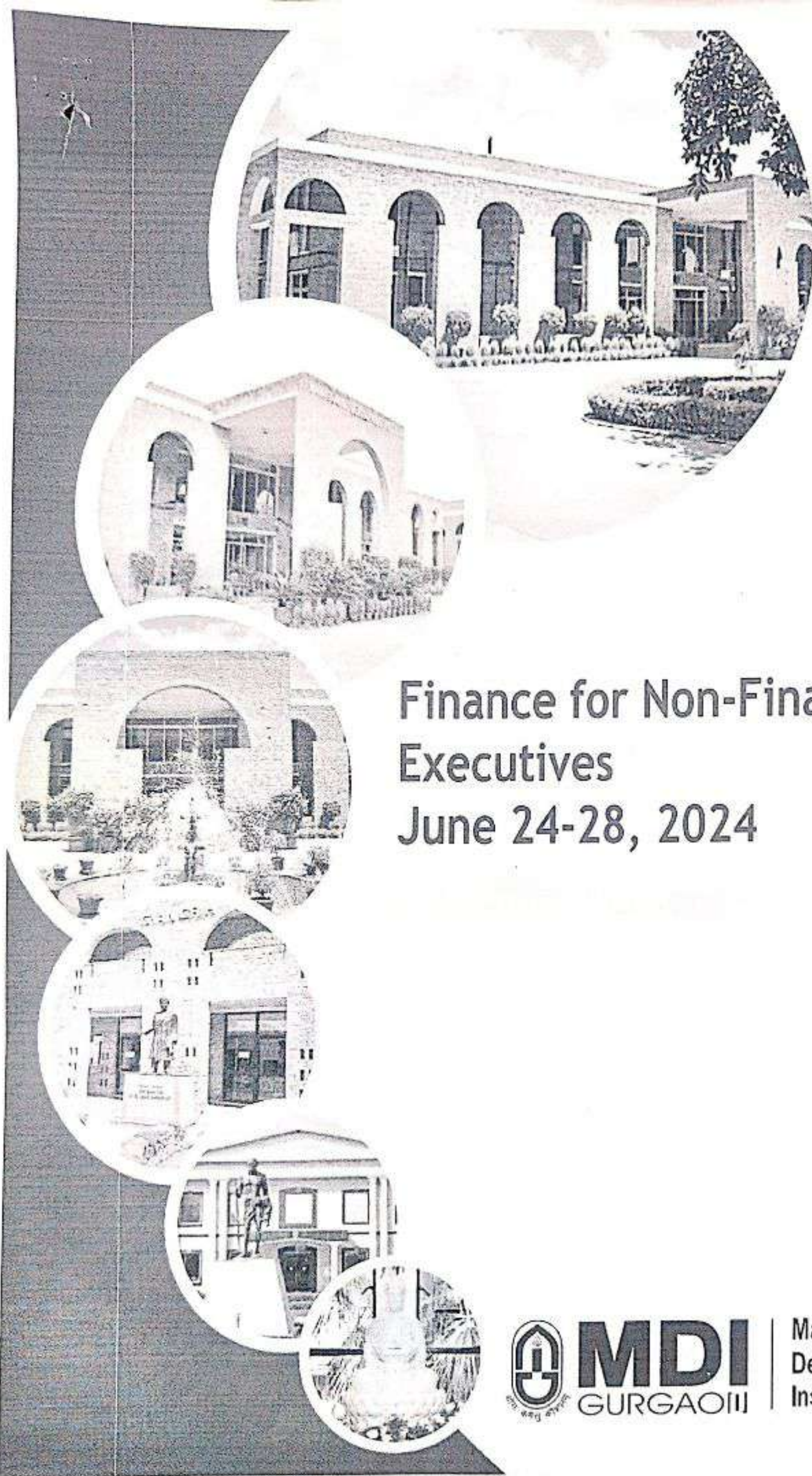
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MDI
GURGAON

Management
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Finance for Non-Finance
Executives
June 24-28, 2024



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Why You Should Attend?

Operating managers, in order to be effective and result oriented should be finance savvy, able to understand and present, draw and measure business plans in terms of financial figures and communicate in a common business language through financial figures. Introductory programme on finance is instrumental to enhance the profile of operating managers. Finance cuts across levels and businesses and has unifying influence. Further, operating managers need to be equipped with a financial decision making tool. It helps them to identify businesses to get into, take pricing decisions, decide on the product mix, identify areas for cost reduction and take a make or buy decisions. This program aims to meet the requirements of operating managers in different functional areas who would like to be well versed with the introductory nuances of finance.

Contents

- **Understanding and Analysis of Financial Statements**
 - Statement of Profit and Loss
 - Balance Sheet
 - Cash Flow Statement
 - Use of Financial Ratios as Key Indicators
- **Cost Information for Problem Solving and Decision-Making**
 - Types of Costs
 - Understanding of Cost Behaviour
 - Establishing Break - Even Levels
 - Using Costing for Product Pricing
- **Evaluation of Capital Investment Projects**
 - Time Value of Money
 - Project Cash Flows : Estimation
 - Techniques of Evaluation : Payback/NPV/IRR
- **Working Capital Management**
 - Estimation of Working Capital Requirements
 - Working Capital Cycle
 - Management of Inventory/Receivables/Cash/Payables
- **Strategic Finance**
 - Financial Markets and Instruments
 - Tax Planning and Management
 - International Finance

Core Faculty

Core faculty of Management Development Institute along with executives from the industry would facilitate discussions and share their valuable experience.

Methodology

Class presentations, interactive discussions, formal lecture sessions, case studies, computer exercises and simulations would comprise the methodology of the programme. Both the conceptual and practical side of finance will be stressed upon to enhance the financial skills.

For Whom

Managers at middle level who need to have an exposure to finance. Past programmes have been attended by the professionals in corporate planning, manufacturing, marketing and sales, HRD and finance too.

Venue & Duration

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Fax Nos. : +91-124-4560005
E-mail : ajay.singh@mdi.ac.in
Website : <http://www.mdi.ac.in>

Faculty Profile

Dr. Sandeep Goel

E-mail : sandeep@mdi.ac.in

Tel No.: +91-124-4560288 (Extn. 5288)

Mobile: +91-9899633227

Dr. Sandeep Goel is a Senior Professor of Accounting and Finance, and Corporate Governance at Management Development Institute Gurgaon. He holds 'Double Doctorate', one in Finance; and another in Accounting from Faculty of Management Studies (FMS), University of Delhi. He did his Hons. in Commerce from Shri Ram College of Commerce, University of Delhi and Master's degree in Commerce with specialisation in Finance from Department of Commerce, Delhi School of Economics, University of Delhi.

He has three decades of industry and academic experience in key positions in organizations/institutions of repute, including Shri Ram Group, University of Delhi and Management Development Institute (MDI) Gurgaon. He also has hands on experience in the family business in business compliance and financial management functions.

He sits as an Independent Director on the Board of Machino Plastics Ltd., Gurugram, a Suzuki JV. He is an accomplished Forensic Accounting, Fraud Risk Management, and Corporate Governance Professional. He is a Visiting Professor to the Faculty of Management, University of Lodz, Poland and Aix-Marseille Graduate School of Management – IAE Aix-Marseille University, France. He offers a unique and popular course, 'Forensic Accounting and Corporate Governance' to second year students of MBA at MDI.

He has got extensive international experience in different parts of the world, including the US, Europe, Canada and Asia. His cross-national research and training experience includes Duke University, US; Sapienza University of Rome, Italy; Frankfurt School of Finance & Management, Germany; and Ontario College for Research and Development, University of Toronto, Canada.

He is a Management Trainer and Consultant to Organizations, like Bata, Encore, Federal-Mogul Goetze (India) Ltd., SOS Village International, Cairn India, National Banking Institute (Nepal), Druk Holdings (Bhutan), Ultratech Cements, ONGC, IOCL, Jindal, LIC, BEL, IGL, TIL, Ester Industries, and Armed Forces. He has conducted & delivered over 500 MDPs/Training Programs at senior and mid-levels dealing with financial and management skills, and trained more than 10,000 officials and executives of Govt, PSUs and Private Corporate over the years. These mainly include, Finance for Non-Finance Executives, Forensic Analytics, Fraud Risk Management, Independent Director's and Corporate Governance, and Enhancing Financial Skills Using Excel. He has executed a number of Consultancy assignments and authored 12 books, including highly acclaimed books Finance for Non-Finance People published by Routledge, Corporate Governance: Principles and Practices published by McGraw Hill, and Financial Markets, Institutions and Services published by PHI Learning. He has published more than 75 research articles in national and international journals of repute.

His interest areas are: Financial Reporting and Analysis, Corporate Finance, Forensic Accounting, Fraud Risk Management and Corporate Governance. He has been the Financial Columnist to 'Purchase' (A Publication of Indian Purchase.com). He has been conferred with Award for Excellence in Research, 2015-16 and Award for Excellence in Teaching, 2015-16 at MDI



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Training and development of managers is one of the major activities of MDI Gurgaon. Over 100,000 managers have been trained in the nearly 50 years of the Institute's existence. The Institute prides itself for the personalised training modules that it offers to organisations of different kinds at different levels.

An institute is known by the achievements of its alumni and the difference they make to the world around them. MDI Gurgaon has a very strong legacy, being one of the early management institutions in the country. The alumni network across all the programmes offered is one of the largest. With more than 700 members joining the group annually, the alumni network is growing stronger year by year. As of now, there are nearly 9,000 MDI Gurgaon alumni working across 45 countries.

MDI Gurgaon nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, the Institute realised the emerging role of international markets and the need for B-schools to groom managers with an international perspective. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange. Today, MDI Gurgaon has partnerships with over 80 B-schools across the world.



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